

## Message Text

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DRAFTED BY COM/BED/OIM/LRTHOMAS/MCL  
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-----002189 240717Z /20

R 231747Z FEB 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BONN  
INFO AMEMBASSY BERLIN  
AMCONSUL BREMEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG  
AMCONSUL MUNICH  
AMCONSUL STUTTGART  
AMEMBASSY BERN  
AMEMBASSY BRUSSELS  
AMEMBASSY LONDON  
AMEMBASSY PARIS  
AMEMBASSY THE HAGUE  
AMEMBASSY VIENNA

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E.O. 11652: N/A

TAGS: BEXP, XG

SUBJECT: FIRST QUARTER REPORT, FY '78

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REF: BONN 00972

1. WASHINGTON COMMERCIAL ACTION GROUP, (WASHCAG), MET  
THURSDAY, FEBRUARY 9, 1978 TO REVIEW THE FIRST QUARTER  
PROGRESS REPORT OF THE FY '78 COUNTRY COMMERCIAL PROGRAM,  
(CCP), FOR THE FRG AND WEST BERLIN.

2. WASHCAG WISHES TO COMPLIMENT MISSION AND ALL POST IN THE FRG AND WEST BERLIN FOR NOT ONLY MEETING THEIR RESPECTIVE GOALS, BUT ALSO EXCEEDING THEM BY A SUBSTANTIAL MARGIN.

3. WASHDCAG DISCUSSION OF PROBLEMS RELATING TO THE FOREIGN BUYERS PROGRAM, (FBP), OUTLINED IN REFTTEL, PARAS 1, 6 AND 8B, SUMMARIZE AS FOLLOWS:

A. FBP STAFF CONSIDERED POST'S PROMOTION OF INTELCOM HIGHLY SUCCESSFUL AND MOST COMPLIMENTARY OF EFFORT.

ALTHOUGH NO FORMAL GERMAN GROUP MATERIALIZED, 72 GERMANS AND 20 AUSTRIANS ATTENDED SHOW. LIST OF REGISTRANTS FORWARDED TO BONN AND VIENNA JANUARY 17 GIVING NAME OF ATTENDEE, COMPANY, AND CITY FOR POSSIBLE FOLLOW-UP ACTION BY POSTS. IN FUTURE, FBP STAFF WILL MAKE EVERY EFFORT TO DISCOURAGE SHOW ORGANIZERS FROM DESIGNATING OFFICIAL DOMESTIC TRAVEL AGENT OR AIR CARRIER FOR FBP SHOWS. THIS APPEARED TO BE OVERRIDING DETERRANT TO ORGANIZING FORMAL GERMAN GROUP TO INTELCOM.

B. RE MISSION COMMENTS ON WASHINGTON FUNDING ADDITIONAL ESCORT OFFICER FOR GERMAN BUYER GROUPS VISITING AMERICAN FAIRS. WASHCAG STILL NOT CONVINCED AN ADDITIONAL ESCORT OFFICER IS ALWAYS NEEDED. WHERE THERE UNCLASSIFIED

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ARE UNUSUALLY LARGE BUYER GROUPS VISITING A PARTICULAR U.S. EXHIBITION, STATE, (EB/OCA), ANTICIPATES SENDING A MEMBER OF ITS WASHINGTON STAFF TO AUGMENT BOTH THE FBP STAFF AND BUYER GROUPS FROM OTHER PARTS OF THE WORLD. THIS WOULD PRECLUDE NECESSITY OF A SECOND ESCORT OFFICER FROM GERMANY EXCEPT, ON A CASE BY CASE EVALUATION, WHERE AN EXCEPTIONALLY LARGE GROUP MAY REQUIRE A SECOND ESCORT OFFICER AND WHERE FUNDS ARE AVAILABLE. IN ORDER ASSURE PROMPT CONSIDERATION BY BOTH STATE AND COMMERCE, ALL REQUESTS FOR ADDITIONAL ESCORT OFFICER SHOULD BE SENT TO SECSTATE, INFO USDOC.

C. IN REFERENCE TO COMMENTS ON AVAILABILITY OF SHOW PROMOTION LITERATURE TO POSTS ON TIMELY BASIS, FBP STAFF AWARE OF PROBLEM AND MAKING EVERY EFFORT TO CORRECT. ALTHOUGH SHOW ORGANIZERS HAVE AGREED TO PROVIDE MULTI-LANGUAGE BROCHURE SIX MONTHS PRIOR TO SHOW, SPECIFIC INFORMATION SUCH AS SIZE OF SHOW, NAMES OF EXHIBITORS, PRODUCTS, TECHNICAL PAPERS, ETC., IS NOT NORMALLY AVAILABLE THIS FAR IN ADVANCE. IN FUTURE, FBP STAFF WILL SEND POSTS DETAILED INFORMATION ON PREVIOUS SHOWS WHICH HAVE BEEN PROMOTED. THIS WILL BE COPIES OF EXHIBITOR

LISTS, CATALOGUES, ETC.

4. THE WASHINGTON COMMERCIAL ACTION GROUP WAS HAPPY TO  
HAVE AS A VISITOR TO ITS MEETING, THE ECONOMIC/  
COMMERCIAL MINISTER DESIGNATE TO BONN, MR. CHARLES YORK. VANCE

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## Message Attributes

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**Channel Indicators:** n/a  
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**Review Markings:**  
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